



2013 Overnight Visitor Profile Research

Background & Methodology



The 2013 Visitor Profile research focused on overnight visitors to Wyoming.

- The goals of the research were to:
 - Track information on visitors and trips to Wyoming, including mode of travel, accommodations, attractions and sites visited, duration of travel, and expenditures;
 - Explore where visitors come from, where they go in the state, and what they do while visiting;
 - Identify key motivators for visitation; and
 - Provide information that will assist in marketing efforts.
- An online survey was conducted among a national audience to determine incidence of travel and to gather information on visitors and their trips. The focus was on overnight trips only. For 2013, a total of 9,482 surveys were conducted. There were 553 households that reported travel to Wyoming, with some reporting multiple trips. Overall, data were gathered on 846 trips to Wyoming.
- Surveying was conducted in December 2013 to gather information on trips throughout the year. The survey was conducted in conjunction with the advertising effectiveness research to provide more data and enhanced information.

Executive Summary

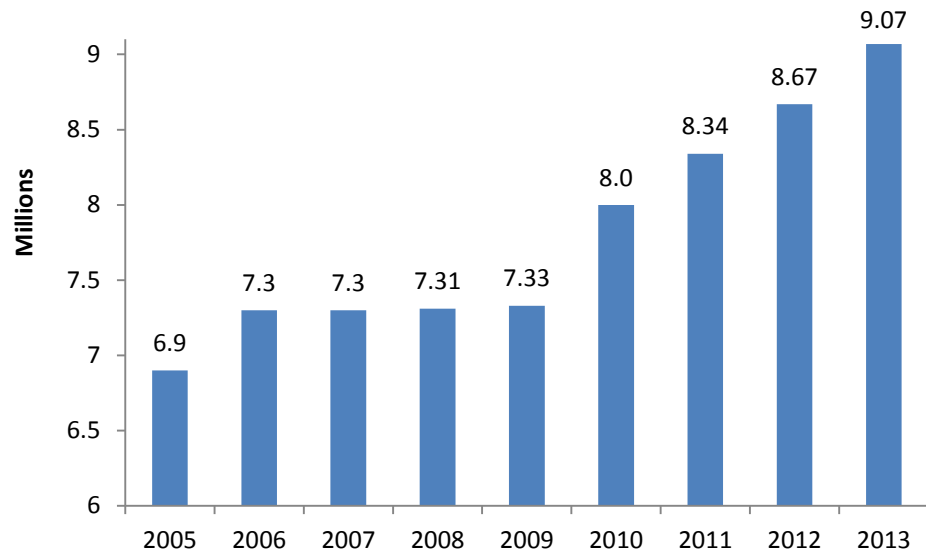


- Overnight leisure tourism continued to grow in 2014, reaching 9.07 million visitors. This represents a 4.6% increase in overnight leisure visitors. This follows strong growth in the past three years, with the total volume since 2009 increasing over 20%. Wyoming's growth has significantly outpaced the national average.
- Visitor origin continues to broaden, with more visitation from major population states further away (Texas, Illinois, New York). The audience for visitation is national, and media options that can reach this audience are important, as is a strong presence on the web. This also has implications for the planning timeframe, with more people planning further in advance.
- But, more of the trips include multiple states, with Wyoming being one of the places visited. The goal should be to ensure that Wyoming garners as much of the trip as possible and that the various attributes of the state are highlighted. Options that show places to visit along the way to the major sites/destinations could help promote additional time and money in Wyoming.
- The major attractions and sites remain the key activities, and the drivers of visitation to the state.
- Visitors this year were also older, more up-scale and there was a focus on couples and children. More exploration into the different types of travelers to the state of Wyoming is warranted, and would help target specific marketing efforts.

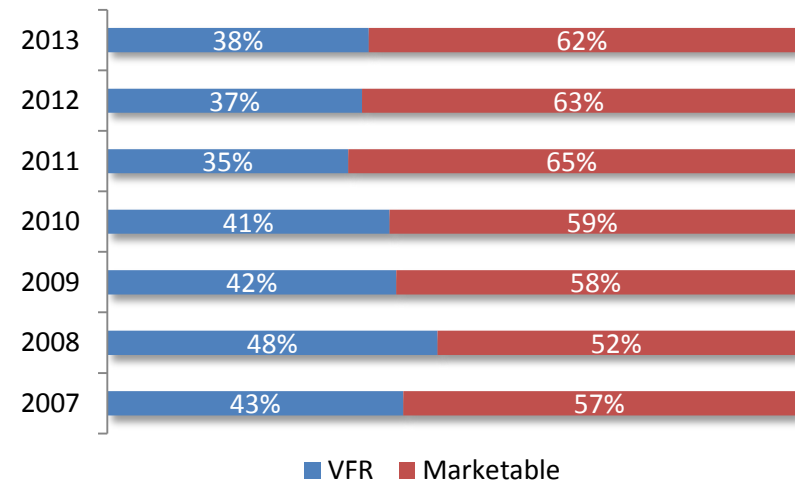
Overnight Visitors & Trip Types



- For Wyoming, overnight leisure tourism continued to grow in 2013, reaching 9 million visitors. This represents a 4.6% increase in overnight leisure visitors.
- National forecast information has not been released, and issues such as the sequester had a late season impact. Earlier projections (US Travel) were for a 1.5% increase in leisure travel in 2013.



- Last year saw a significant increase in marketable trips over the prior year; 2013 travel volume remained stable.
- These findings suggest that Wyoming's marketing efforts are helping to motivate travel.



New Visitors



- New visitors – those who have not visited Wyoming before or whose most recent visit was more than 5 years ago – are an important part of growing the state's tourism business.
- This year 44% of the marketable trips were among new visitors. This is down a bit from last year, when there was a great deal of pent up demand – but still high. If Wyoming can attract a significant number of new visitors and retain recent visitors, this balance will provide strong growth.

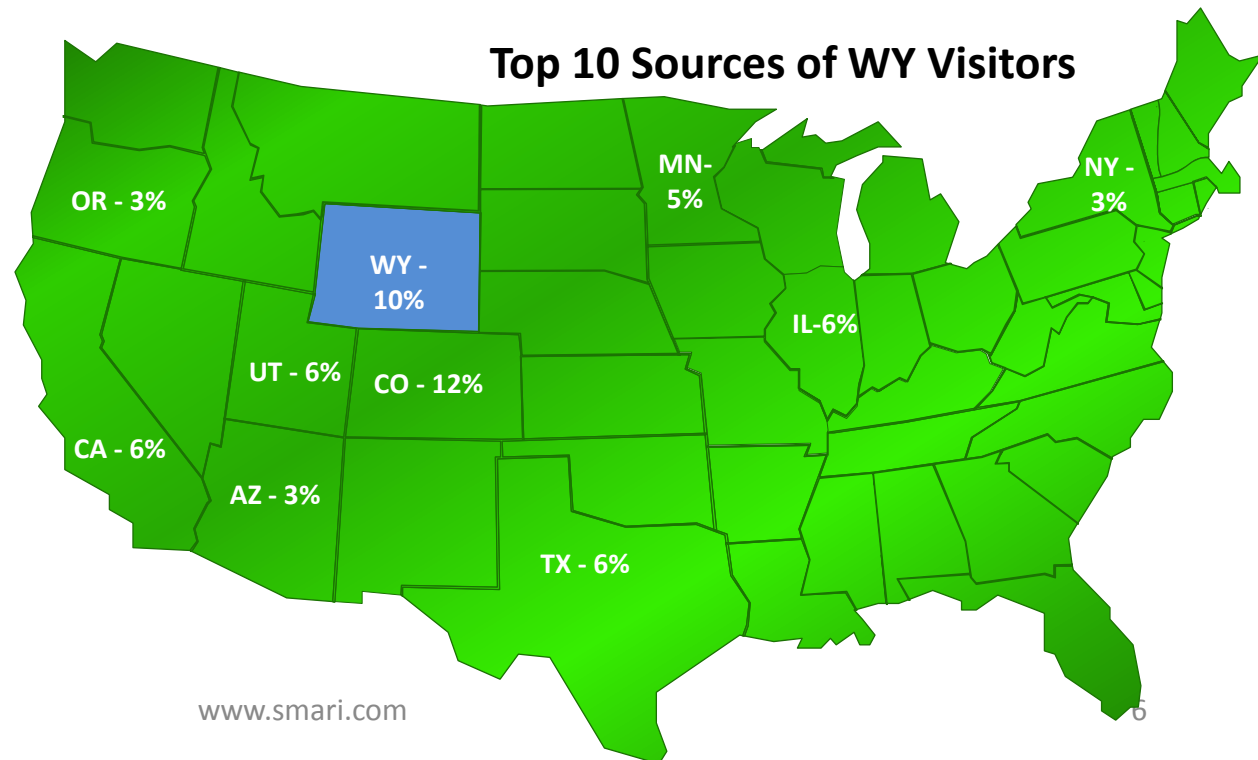
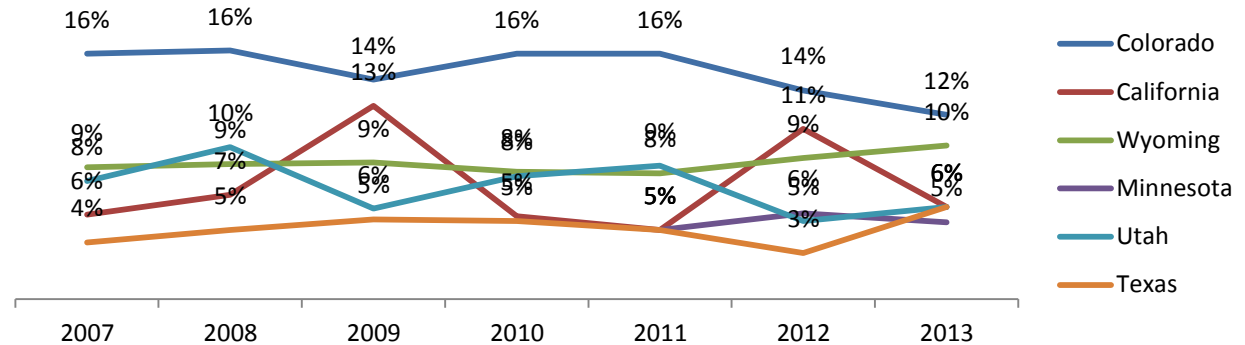


New Visitors	2007	2008	2009	2010	2011	2012	2013
All Overnight Trips	39%	30%	35%	34%	36%	49%	40%
Marketable Trips	46%	38%	41%	39%	39%	55%	44%

Visitor Origin



- With the increase in visitation to the state, the origin of visitors is becoming more diverse. Nearby states are still major sources of visitation, but several more distant states are in the top 10.
- With the broader diversity of origin, some of the states that were the cornerstone of travel have become less important. Colorado has seen the largest decline. But this is positive, as Wyoming is not so dependent on nearby travelers.



Visitor Origin



- A review of the top DMAs that generate travel shows the continued importance of Denver and Salt Lake City.
- Chicago was the next biggest contributor. Travel from the area has grown as the advertising has targeted that market.
- The large California cities also generate significant travel.
- Texas is growing in importance.

City	%
Denver, CO	13.1
Salt Lake City, UT	7.3
Chicago, IL	5.8
Los Angeles, CA	5.6
San Francisco-Oakland-San Jose, CA	5.6
Minneapolis-St. Paul, MN	5.1
Houston, TX	4.5
Sacramento-Stockton-Modesto, CA	3.8
Dallas-Fort Worth, TX	3.6
Las Vegas, NV	3.5
New York, NY	3.2
Phoenix, AZ	2.9
San Antonio, TX	2.2
Kansas City, MO-KS	1.9
Monterey-Salinas, CA	1.9
Columbus, OH	1.9
Tucson (Sierra Vista), AZ	1.7

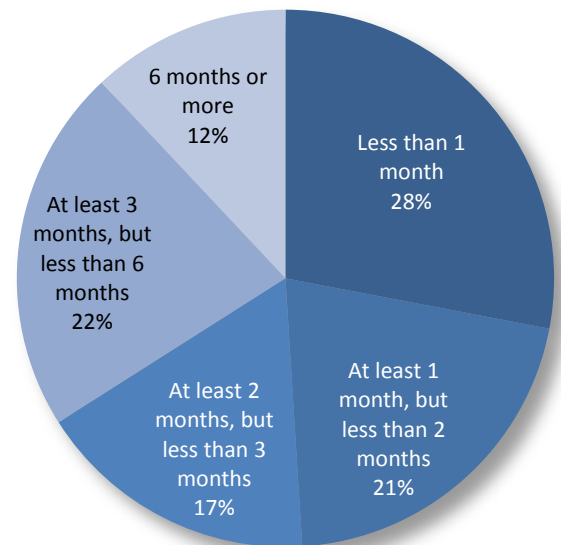
Planning Time Frame



- Trip planning of less than 1 month is at a 6-year low, and dropped significantly this year. In part, this fits with the trend that fewer visitors are from the nearby states.
- More than two-thirds of the trips (68%) are planned at least 2 months out, with 19% taking more than 6 months. But in the adjacent markets, 61% of the trips are planned within 2 months; in the Core markets, 72% are planned between 1-6 months; and nationally 51% are planned at least 3 months out.
- This has implications for the timing of Wyoming's tourism marketing and the timing of the advertising efforts.

Time Frame	2008	2009	2010	2011	2012	2013
Less than 1 month	34%	33%	39%	31%	28%	18%
At least 1 month, but less than 2 months	19%	25%	18%	16%	21%	13%
At least 2 months, but less than 3 months	15%	11%	12%	15%	17%	23%
At least 3 months, but less than 6 months	15%	18%	14%	25%	22%	26%
Six months or more	18%	13%	17%	14%	12%	19%

Marketable Trips



Information Planning Sources



- Usage of the Internet to find travel information continues to be strong, at more than 80%. The Internet is the key source of planning for all marketable trips.
- Consumers did report less activity in gathering information this year, with 12% indicating they didn't take any of these actions.
- It would make sense to add some options relating to social media sources of information, but these should have been picked up in "other."
- Regardless, having a strong web presence remains key to marketing the state.

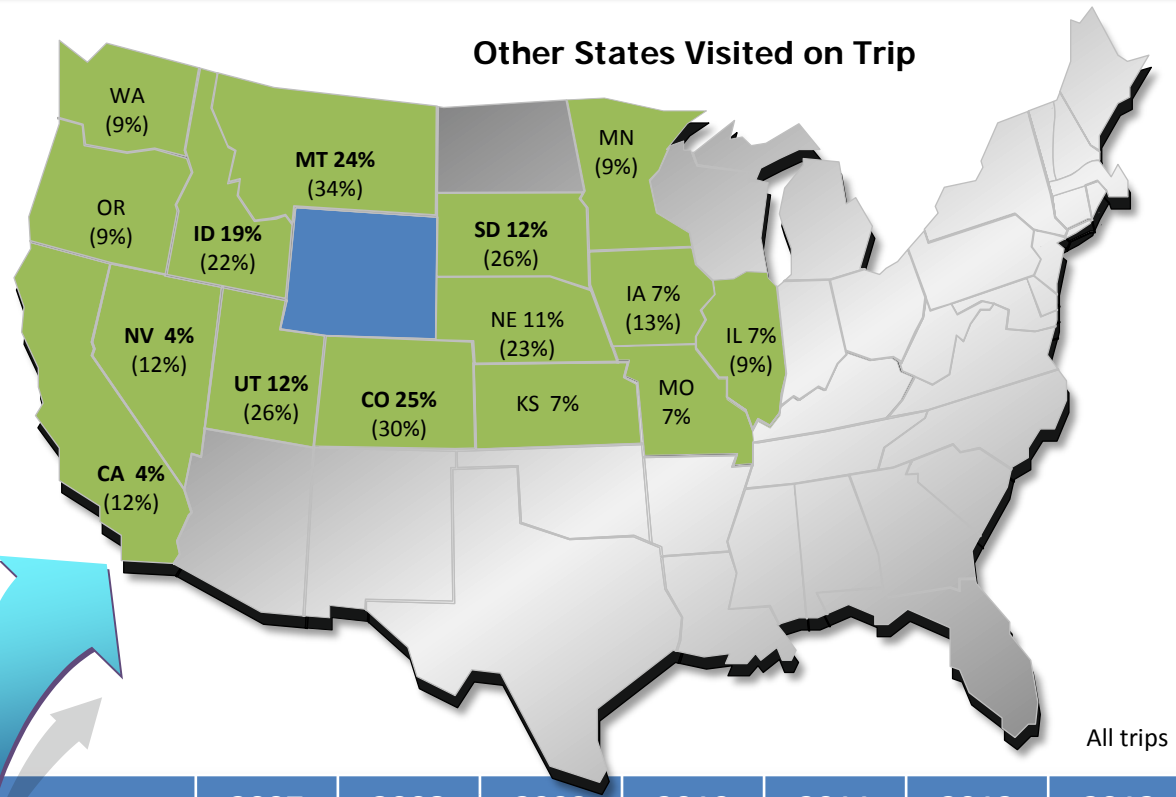
Activity	2012	2013
Used Internet	88%	83%
Talked to friends and family	35%	26%
Individual attraction or event to request information	17%	19%
Individual chamber of commerce to request information	7%	4%
Called 800 number to request info	7%	11%
Other	5%	7%
None	4%	12%

Marketable trips



Destination of Trip

- The number of visitors indicating that Wyoming was their main destination fell this year to just less than 50%. There were more trips that included multiple states, and more where Wyoming was included even though another state was the main destination.
- The map shows other destinations visited during marketable trips where Wyoming was the main destination. (Numbers in parentheses show totals, whether Wyoming was the main destination or not.)



Trip Destination	2007	2008	2009	2010	2011	2012	2013
Wyoming was my main destination	42.1%	50.3%	49.4%	52.3%	59.5%	58.7%	49.5%
Headed somewhere else, but included Wyoming	14.6%	20.8%	25.4%	18.0%	20.1%	19.9%	22.0%
One of several places I decided to visit on this trip	43.7%	28.9%	25.2%	29.7%	20.4%	21.4%	28.5%

Mode of Transportation



- As in past years, the majority of Wyoming visitors drove.
- Flying was at a 6-year high last year, and remains fairly high this year with 17% of travelers coming to Wyoming via air.
- Nearby visitors drive, with those from farther away (outside the surrounding states) using air travel.

2013	WY	Donut	National
Car, van, truck or SUV	92%	91%	71%
RV	3%	5%	2%
Flew/airplane	3%	2%	23%
Bus or motor coach trip	1%	1%	2%
Motorcycle	2%	2%	2%

Mode of Transportation	2007	2008	2009	2010	2011	2012	2013
Drove via car, van, truck or SUV	71%	77%	75%	87%	86%	77%	76%
Flew/airplane	20%	15%	21%	9%	8%	23%	17%
Drove via RV	7%	6%	5%	6%	5%	4%	3%
Bus or motor coach trip	2%	5%	0%	2%	1%	2%	2%
Motorcycle	1%	3%	0%	1%	2%	2%	2%



Trip & Party Specifics for Marketable Trips



- The average trip length returned to 2007/08 pre-downturn levels, reaching 3.1 days.
- Interestingly, though, travel party size remains lower. Since 2010, party size has been closer to three than four, with fewer travel parties including children (0-12 and/or 13+).

Trip Specifics	2007	2008	2009	2010	2011	2012	2013
Average duration of trips	3.0	3.1	2.0	2.6	2.7	2.9	3.1
# people in travel party	3.9	3.7	4.2	3.2	3.4	3.2	2.9
% with children on trip	40%	28%	40%	25%	30%	24%	23%

- Travel parties this year seem to be more focused on couples and children than last year.
- There were fewer parties that included other family and friends/acquaintances and younger children. But there were more spouses, and more children age 13 and up.

Travel Party	2012	2013
Spouse/significant other	72%	79%
Other Family	25%	11%
Child(ren)/Grandchild(ren): 0-12	21%	15%
Friends/Acquaintances	20%	13%
Child(ren)/Grandchild(ren): 13+	9%	18%

Trip Destinations for Marketable Trips



- The top destinations within Wyoming remain the same: Yellowstone, Grand Teton, Jackson Hole and Cheyenne.
- Visitors report an average of 4.4 different Wyoming destinations during their trips, up from 3.5, but back to the levels from the year before. The University of Wyoming showed up among top visited spots for the first time this year.

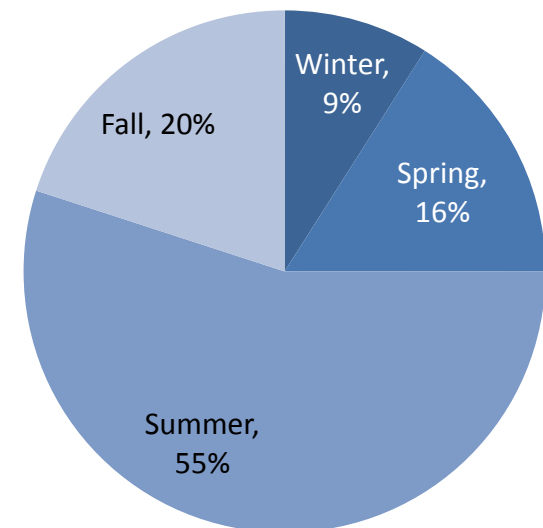
Destination	2010	2011	2012	2013
Yellowstone National Park	47%	50%	49%	50%
Jackson Hole	33%	38%	37%	40%
Grand Teton National Park	36%	38%	40%	39%
Cheyenne	18%	29%	17%	22%
Snake River	13%	15%	15%	18%
Cody	13%	19%	15%	17%
Devils Tower National Monument	13%	18%	9%	16%
Big Horn Mountains			7%	14%
Buffalo Bill Historical Center			6%	12%
Casper	14%	20%	14%	11%
Laramie	10%	21%	12%	11%
Sheridan	7%	16%	6%	11%
Big Horn Scenic Byway	10%	11%	9%	8%
Gillette	6%	11%	8%	8%
University of Wyoming				8%
Rock Springs/Green River	7%	11%	6%	5%

Seasonality & Lodging



- This year more than half of the reported trips to Wyoming occurred in the summer, with a fairly even split among fall and spring and less visitation in the winter.
- Among marketable trips, most visitors use hotel/motel accommodations, although RV parks/campgrounds are also popular. Other types of accommodations are much less prevalent.
- These results are virtually identical to last year's.

Accommodations	%
Hotel, motel, etc.	82
RV park/campground	13
Stayed w/friends & family	8
Rental home, condo, timeshare	4
Dude ranch	3
Other	1



Activities & Motivations among Marketable Trips



- Yet another consistent measure: the key activities that motivate people to choose Wyoming remain national parks, scenery and natural experiences. Visiting historical sites was more popular this year.
- Overall, visitors report an average of 4.2 activities during their trips, compared to 4.5 last year.
- This year's results are consistent with prior findings that niche activities, which are strong motivators for small audiences, bring visitors to Wyoming for snow sports, hunting, mountain climbing, and attending a rodeo.

Activity	Participate	Motivate
Visiting a state or national park	62%	45%
Scenic drive	58%	19%
Visiting historical sites	41%	17%
Wildlife watching	31%	14%
Fishing	11%	10%
Hiking or backpacking	39%	7%
Attending a rodeo	15%	7%
Camping	9%	5%
Hunting	5%	5%
Sightseeing tour	14%	5%
Horseback riding	9%	3%
Mountain climbing	6%	3%
Bird watching	10%	3%
Snowmobiling	3%	2%



Trip Expenditures for Marketable Trips



- Total trip expenditures are down slightly from last year, partly due to the smaller party size, and less expenditures on transportation.
- Interestingly, modest spending increases occurred in key categories of lodging, meals, entertainment and shopping. It seems that people are spending more on the main phases of their trip – perhaps because transportation expenses are down a bit.

Expenditures for...	2007	2008	2009	2010	2011	2012	2013
Lodging	\$260	\$371	\$302	\$330	\$325	\$357	\$361
Meals/Food/Groceries	\$154	\$192	\$207	\$173	\$189	\$178	\$207
Entertainment	\$101	\$88	\$111	\$61	\$98	\$108	\$117
Activities	\$86	\$75	\$63	\$46	\$81	\$18	\$17
Shopping	\$254	\$194	\$128	\$101	\$162	\$80	\$120
Transportation	\$202	\$207	\$146	\$182	\$210	\$343	\$251
Other	\$97	\$76	\$44	\$21	\$50	\$34	\$19
Total	\$1,154	\$1,203	\$1,004	\$914	\$1,116	\$1,118	\$1,092

Trip Satisfaction



- Ratings of marketable trips continue to shift upward, with more people rating their trip as “excellent” or “very good.”
- While there is still opportunity for improvement to return the high ratings to their 2007 levels, this year’s results indicate progress in that direction.



Overall Experience	2007	2008	2009	2010	2011	2012	2013
Excellent	54.4%	57.2%	35.9%	37.0%	43.1%	43.8%	44.3%
Very Good	29.6%	31.0%	43.1%	40.7%	29.1%	32.5%	33.3%
Good	12.6%	8.6%	21.0%	19.5%	24.0%	20.0%	17.4%
Fair	1.7%	2.4%	0%	2.5%	4.5%	3.5%	5.1%
Poor	1.7%	0.9%	0%	0.3%	1.2%	0.2%	0%

Recommending the State



- As with many other positive measures this year, visitors' willingness to recommend Wyoming as a place to visit remained strong at almost 70%.
- The top 2 most recommended states changed slightly with New Mexico displacing Colorado, there were some changes. Idaho also showed additional strength this year.
- Despite these shifts, Wyoming's place in the ordered list remains in the middle.

State	Recommended 2011	Recommended 2012	Recommended 2013
Oregon	81.70%	77.80%	81.40%
New Mexico	73.50%	61.80%	80.40%
Colorado	86.10%	86.00%	80.10%
Montana	68.90%	76.40%	72.90%
Idaho	53.00%	55.60%	70.00%
Wyoming	69.10%	70.70%	69.50%
South Dakota	68.90%	75.30%	67.60%
Washington	75.90%	75.20%	66.00%
Nevada	73.60%	73.10%	60.80%
North Dakota		51.60%	59.90%
Utah	70.80%	67.70%	59.70%
Texas	67.10%	63.70%	53.00%
Oklahoma	54.40%	43.80%	30.00%
Kansas	52.50%	26.40%	20.20%

Likelihood to Visit in Next Year

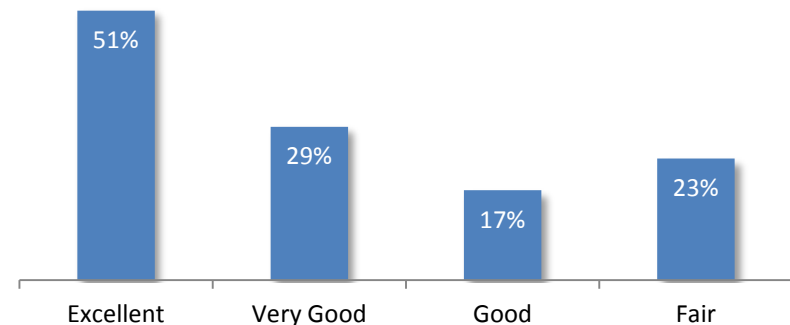


- The percentage of visitors who report they are “very likely” to return to Wyoming remains above one-third, although there was little growth in this measure.
- Another third indicate they are “somewhat likely” to return, and these can be influenced by the advertising campaign. Travelers have many options for their tourism dollars, and destinations must continue to present attractive opportunities.

Likelihood	2007	2008	2009	2010	2011	2012	2013
Very Likely	28%	33%	26%	42%	37%	35%	36%
Somewhat Likely	41%	33%	57%	28%	32%	35%	31%
Not Very Likely	31%	34%	17%	30%	32%	30%	33%

“Very Likely” to return to Wyoming, by trip experience

- One way to increase the likelihood of a return visit is to ensure that travelers have the best possible experience in the state. The graph at right shows how trip experience relates to likelihood to return.



Visitor Demographics



- The demographic profile of visitors is somewhat different this year, with more married households and smaller households. The profile also indicates that visitors this year were older and more up-scale. The age difference is notable, but in past years (2007-08) this was the case. There seems to be a segment of older couples traveling this year.
- This information highlights the fact that there are segments of visitors that differ in their preferences and outlook. This was explored in past visitor profiling, and is being explored in a separate research effort. Understanding the segments will help focus more targeted marketing efforts.

	2007	2008	2009	2010	2011	2012	2013
Married	65.7%	62.4%	65.7%	65.4%	68.6%	62.9%	75.9%
Not married	34.3%	37.6%	34.3%	34.6%	31.4%	37.1%	24.1%
High school or less	6.4%	16.4%	2.7%	5.5%	4.8%	6.6%	6.2%
Some college or tech. school	30.9%	40.1%	21.1%	23.1%	25.3%	22.5%	23.9%
College graduate	42.5%	32.4%	50.5%	44.1%	41.8%	40.2%	35.3%
Post-graduate degree	20.3%	11.1%	25.7%	27.3%	28.2%	30.8%	34.6%
People in household	2.6	2.8	2.7	2.7	2.8	2.7	2.3
Income	\$71,955	\$65,012	\$67,429	\$79,578	\$76,563	\$77,154	\$84,717
Age	50	46	40	46	40	40	53

Appendix – Questionnaire



Questionnaire

Wyoming Office of Tourism Advertising Effectiveness ROI and Visitor Profile December 5, 2012

Thank you for visiting our travel survey. Your opinions are valuable to us! This survey is about travel and vacation choices. This is for research purposes only and is an opportunity for you to give feedback to travel destinations so that they can improve. No sales effort will ever result from your participation.

Before you begin, there are a few things to note about the survey:

- For most questions, simply click on the button of your response and then click on the Next button to go on to the next question.
- If you need to go back to the preceding question to change your response, click on the Previous button.
- For some questions, you will need to scroll down to respond to all the questions on a screen.
- To stop at any point, close the browser window. The survey will terminate and you will not be able to re-enter.

S1. What is your ZIP code? _____

S2. First, who in your household is primarily responsible for making decisions concerning travel destinations?

-Me
-Myself and my spouse/partner
-My spouse/partner → TERMINATE AT END OF SCREENING QUESTIONS

S3. How many vacation or leisure trips have you taken in the past year? A leisure trip would be any non-business trip involving at least one night stay at a location at least 50 miles from your home.

- ☐ None → TERMINATE AT END OF SCREENING QUESTIONS
- ☐ _____

S4. (ASK UNTIL AD EFFECTIVENESS QUOTA IS COMPLETE) Please take a moment to view the following video clip and answer the question. (INSERT TEST AD AND SET UP OPTIONS FOR HIGH SPEED CONNECTION/DIAL UP CONNECTION)

Were you able to view the video?

- ☐ Yes
- ☐ NO → TERMINATE AT END OF SCREENING QUESTIONS

S5. What is your age?

- Under 18 – TERMINATE
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

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7. 65 or older

END OF SCREENING QUESTIONS

- Have you visited any of the following states since the beginning of 2012, for a leisure trip that included an overnight stay? How many overnight leisure trips did you take to each state during 2012?

	States visited in 2012 (check all that apply)	Number of Overnight Visits
Colorado		
Idaho		
Kansas		
Montana		
Nevada		
New Mexico		
Oklahoma		
Oregon		
South Dakota		
Texas		
Utah		
Washington		
Wyoming		
North Dakota		
None of These		

FOR VISITOR PROFILE: IF DID NOT VISIT WYOMING, SKIP TO ADS

- Did you recommend any of these places as trip destinations to your friends, relatives or co-workers? Which ones? (SHOW LIST OF PLACES VISITED FROM Q1)
- How likely are you to take a leisure trip to any of the following states in the next year?

	Not Likely	Somewhat Likely	Very Likely
Colorado			
Idaho			
Kansas			
Montana			
Nevada			
New Mexico			
Oklahoma			
Oregon			
South Dakota			
Texas			
Utah			
Washington			
Wyoming			
North Dakota			

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Questionnaire

4. Please tell us a little more about your 2012 overnight Wyoming trip(s). If you are listing multiple trips, the most we will ask you about is 6. Thinking about ...

	Month of trip (DROP DOWN WITH MONTHS -- JAN THRU DEC)	How many nights did you stay (let respondent enter number)	Main purpose was to visit friends or family
Wyoming trip(s) (INSERT TRIP #)			

5. Besides this year, had you visited Wyoming for an overnight leisure trip in the previous five years?

1. Yes
2. No -- SKIP TO Q6

- 5A. In the past 5 years, how many overnight leisure trips have you taken to Wyoming? _____

[RANDOMLY SELECT WYOMING TRIP SELECTING ONE WHO'S PRIMARY MOTIVATION WAS NOT TO VISIT FRIENDS AND FAMILY FIRST -- IF NONE, THEN RANDOMLY SELECT ANY. PLEASE PULL IN MONTH AND LENGTH OF TRIP TO INDICATE WHAT TRIP -- EG. 5 NIGHT TRIP IN JANUARY.]

6. Which of the following best describes your visit to Wyoming on your (INSERT LENGTH AND MONTH FROM WYOMING Q4)?

1. Wyoming was my main destination.
2. I was ultimately headed somewhere else, but included a visit in Wyoming.
3. Wyoming was one of several places I decided to visit on this trip.

7. What other states did you visit on this trip?

[INCLUDE STATE LIST WITH CHECK BOXES INCLUDE
NO OTHER STATES VISITED AT END OF LIST]

8. How far in advance did you begin planning that [INSERT LENGTH AND MONTH FROM Q5] trip to Wyoming?

1. Less than 1 month
2. At least 1 month, but less than 2 months
3. At least 2 months, but less than 3 months
4. At least 3 months, but less than 6 months
5. 6 months or more

9. Prior to your (INSERT LENGTH AND MONTH FROM Q5) visit to Wyoming, which of the following sources did you use to gather information for planning your trip?

1. Called 800 number to request info
2. Talked to friends and family
3. Used Internet
4. Contacted individual attraction or event to request information
5. Contacted individual chamber of commerce to request information
6. Other (Please specify _____)
7. None

10. What method of transportation did you use to travel to Wyoming on your (INSERT LENGTH AND MONTH FROM WYOMING Q3) trip?

1. Drove via car, van, truck or SUV
2. Drove via RV
3. Flew/airplane Specify airport _____
4. Bus or motor coach trip
5. Motorcycle
6. Other (Please specify _____)

12. Including yourself, how many people were in your travel party? _____

ASK IF Q12 > 1

13. With whom did you travel...

- ☐ Spouse / significant other
☐ Child(ren)/Grandchild(ren): age 0-12
☐ Child(ren)/Grandchild(ren): age 13+
☐ Other Family
☐ Friends/Acquaintances

14. What forms of lodging did you use during your trip? (Mark all that apply.)

1. Hotel, motel, inn, lodge, bed & breakfast or resort
2. Dude ranch
3. RV park/Campground
4. Rental home, condominium or timeshare
5. With friends or family
6. Other (Please specify _____)

15. Which of the following activities did you participate in during your trip to Wyoming? (Mark all that apply.)

Hiking or backpacking	Visiting Native American sites
Visiting a state or national park	Attending a Pow Wow
Bicycling or mountain biking	Attending a festival or fair
Mountain climbing	Attending performing arts (music/theater)
Rock climbing	Visiting historical sites
Horseback riding	Attending a rodeo
Hunting	Visit archeological site
Camping	Wildlife watching
Snow skiing or snowboarding	Bird watching
Snowmobiling	Scenic drive
Canoeing or kayaking	Sightseeing tour
River rafting	Golfing
Boating	Visiting a dude ranch
Fishing	Visiting hot springs
Visiting museums	Shopping
	Gambling
	Other

ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK:

Questionnaire

16. Of these activities, please indicate if there were any that were a major influence when you selected the **destination** for this trip to Wyoming in [INSERT MONTH]. You may choose up to 3.

INSERT WYOMING REGIONS MAP USED IN WYOMING VISITOR PROFILE QR

17. Which of the following regions did you visit during your trip?

1. Central
2. Northeast
3. Northwest
4. Southeast
5. Southwest

18. Which of the following places or attractions did you visit?

Central Region	Northwest Region (Cont.)
Wyoming Pioneer Museum	Wapiti Valley
Casper	Lander
Fort Laramie National Historic Site	Wyoming Dinosaur Center
Register Cliff	National Museum of Wildlife Art
Independence Rock	Sinks Canyon State Park
Torrington	South Pass City State Historic Site
National Historic Trails Interpretive Center	Thermopolis
Douglas	Other (Specify)
Fort Caspar Historic Site	
Guernsey Trail Ruins	Southeast Region
Other (Specify)	University of Wyoming
	Cheyenne
Northeast Region	Laramie
Newcastle	Cheyenne Frontier Days
Devils Tower National Monument	Old West Museum
Sheridan	Rawlins
Gillette	Snowy Range Mountains
Fort Phil Kearney Historic Site	Sartoga
Medicine Wheel Passage Scenic Byway	WY State Capitol
Big Horn Scenic Byway	Wyoming Territorial Prison
Buffalo	Encampment, Medicine Bow National Forest
Other (Specify)	Other (Specify)
Northwest Region	Southwest Region
Yellowstone National Park	Museum of the Mountain Man
Grand Teton National Park	Evansville
Jackson Hole	Green River Lakes
Cody	Rock Springs Green River
Big Horn Mountains	Flaming Gorge National Recreation Area
Buffalo Bill Historical Center	Hinedale
Snake River	Keamsrort
Big Horn Canyon National Recreation Area	Fort Bridger State Historic Site
Wind River Indian Reservation	Fossil Butte National Monument
Snake River Canyon	Alton
Hot Springs State Park	Star Valley
Riverton	Bridger-Teton National Forest
Cody Night Rodeo	Other (Specify)
National Bighorn Sheep Center	

19. Thinking about your overall travel experience in Wyoming, would you say it was...

1. Poor
2. Fair
3. Good
4. Very Good
5. Excellent

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20. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in Wyoming on your trip in [INSERT MONTH]. Please estimate how much your travel party spent in total on...?

Please complete all fields – best estimate is fine. If no expenditures in a category enter a "0"

Lodging/Accommodations _____
 Meals/Food/Groceries _____
 Entertainment/Attractions _____
 Shopping _____
 Entertainment such as shows, theater or concerts _____
 Transportation such as gasoline, auto rental or flight costs _____
 Other _____

Please take a moment to look at the following ads and answer a couple questions.

PRINT

PRINT ADS:

SHOW INDIVIDUALLY
Wyoming

Wyoming_Devils_Tower.jpg
 Wyoming_Tetons.jpg
 Wyoming_Yellowstone.jpg

SHOW ON ONE PAGE

1_Cover.jpg
 2_Inside_Left.jpg
 3_Inside_Right.jpg
 4_Back_Cover.jpg

FOR EACH PRINT AD ASK:

23. ☐ I have seen this print ad before
☐ I have not seen this print ad before

TV

NOTE FOR ANALYSIS: NOT SHOW IN CO-OP INSERT AND NATIONAL MARKETS

Anthem 2012 WOT0212H-2-21-12.wmv
http://sms9.omniproductions.net/sme/UT12_UTTV1.flv

Boundaries 2012 WOT0112H_2-21-12_1.wmv
http://sms9.omniproductions.net/sme/UT12_UTTV2.flv

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Questionnaire

NOTE FOR ANALYSIS: Adjacent markets only

http://sms9.omniproductions.net/SMC/WY12_WYTV3.flv
http://sms9.omniproductions.net/SMC/WY12_WYTV4.flv

FOR EACH TV ASK

24. How many times have you seen this television ad?

- ☐ Never
- ☐ Once
- ☐ A few times

ONLINE

http://www.pointroll.com/PointRoll/AdDemo/WyomingTourism/9971_Barnhart_728x90_Pol_Asdemo01Pd1.asp
http://www.pointroll.com/PointRoll/AdDemo/WyomingTourism/9971_Barnhart_300x250_Pol_Asdemo01Pd1.asp
http://www.pointroll.com/PointRoll/AdDemo/WyomingTourism/9971_Barnhart_160x600_Pol_Asdemo01Pd1.asp

http://demo.pointroll.com/PointRoll/AdDemo/WyomingTourism/Adventurescapes_728x90_Folite_DERIVEPd10.as2

FOR EACH ONLINE AD ASK:

25. ☐ I have seen this ad before
☐ I have not seen this ad before

OUTDOOR

NOTE FOR ANALYSIS: ONLY SELECT MARKETS

RoamFree_Outdoor_R2a12.jpg
RoamFree_Outdoor_R2a13.jpg
RoamFree_Outdoor_R2a2.jpg
RoamFree_Outdoor_R2a3.jpg

NOTE FOR ANALYSIS: Adjacent Markets Only

Adventurescape_OutdoorBoards_Page_1.jpg
Adventurescape_OutdoorBoards_Page_2.jpg

FOR EACH BILLBOARD AD ASK:

26. ☐ I have seen this ad before
☐ I have not seen this ad before

WEBSITE

Insert Screen shot of Website – wyomingtourism.org

27. Have you visited this Wyoming website?

- 1. Yes
- 2. No

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The following questions are for classification purposes only, and will help us understand different groups of people.

28. Are you...?

- ☐ Married
- ☐ Divorced/Separated
- ☐ Widowed
- ☐ Single/Never married

29. Including yourself, how many people are currently living in your household? _____

IF Q29=1, SKIP TO Q31

30. How many living in your household are children under the age of 18? _____

31. Which of the following categories best represents the last grade of school you completed?

- ☐ High school or less
- ☐ Some college/technical school
- ☐ College graduate
- ☐ Post graduate degree

32. Which of the following categories best represents the total annual income for your household before taxes?

- ☐ Less than \$35,000
- ☐ \$35,000 but less than \$50,000
- ☐ \$50,000 but less than \$75,000
- ☐ \$75,000 but less than \$100,000
- ☐ \$100,000 or more

34. Are you...

- ☐ Male
- ☐ Female

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